

## FOLLOW UP ON LEADS FROM YOUR COUNCIL'S BLITZ

After the dust settles from your council's upcoming October BLITZ, you will have two types of results. You will have new members who signed up RIGHT AWAY, took their First Degree and are looking to help the council. You will also have a list of prospects who showed interest in membership but did not sign up yet. It is these men and their families that will be the focus of your recruitment efforts during the weeks and months ahead.

During November, your council is being asked to focus on recruiting those prospects who showed interest but are not members of our Order yet. By utilizing informational nights and Open Houses councils are encouraged to educate prospects and their families about council activities and the good works of the Order. Remember, an informed prospect and his family are more likely to join than someone who doesn't know about the K of C.

The true success of our Blitz is however, in your council's hands. Getting new members active and keeping them interested in the Knights of Columbus is the most important part of your BLITZ!

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# MEMBERSHIP NEWSLETTER

## ***“EXPERIENCE OF A LIFETIME”*** **MEMBERSHIP CAMPAIGN** **BEGINS JULY 1, 2004**

As we begin a new fraternal year, we do so with the new membership campaign theme of ***“The Experience of a Lifetime”***. A theme that so aptly professes what being a member of the Knights of Columbus is for our brother Knights. It is this ‘experience’ that we must share with every eligible Catholic man.

A campaign theme however is just a theme. It is up to each member, to express their own experiences to new members and how those experiences have helped define who they are and what they have become as men.

It is the intent of this membership campaign to supplement each council's existing structure for membership recruitment. For councils that don't have an internal well structured membership plan, here are some instructions that may prove helpful.

### **Structuring your council's Membership Plan:**

- Ensure that the grand knight has picked the best possible candidate as membership director.

- Focus on designing a monthly “Action Plan” of recruitment activities that your council can follow. *You could also use the suggest plan provided by the Supreme Council, found in this newsletter.*



- Utilize your council insurance agent, remember that he is your own personal salesman on your council's team.

- Be sure that once new members take their First Degree, you get them actively involved in the council through the Shining Armor Program.

Every council has the opportunity for success during this fraternal year. The Order has the potential to have a record number of councils attain Star Council status by the June 30, 2005. Every council is encouraged to begin working now towards achieving their membership and insurance quotas

Every council should also be cautioned not to forget to submit their Columbian award application for service programs conducted throughout the year. This form is all too often forgotten by many ‘would be’ Star Councils who simply don’t submit it by June 30th.

Please know that as every council embarks on this new fraternal year, with new goals and new challenges ahead them that they have the complete support of the entire Supreme Council office as they strive to attain their goals.

# PROPOSING IS MORE THAN JUST ASKING!

Proposing a new member is a commendable achievement and one to be proud of. But, turning over a completed Membership Document (#100) to the grand knight is not the end of the job.

As a proposer you must also take the responsibility to see that your recruit becomes fully accepted by his fellow council members and stays involved in council activities. There are several steps you can take to ensure this.

After signing up a prospect, explain to him that the council's Admission Committee will examine his qualifications for membership. Accompany the prospective member to the Admission Committee meeting. Introduce him to the members present.

After the prospect has been accepted, escort him to his First Degree and remain with him throughout the event. Introduce him to his fellow council members after the exemplification.

Take the newly initiated member and his family "under your

wing". See that he learns council procedures (such as meeting times, committee assignments, etc.) and meets other council members. Accompany your recruit to his Second Degree and Third Degree exemplifications and stay with him throughout the day. Introduce him and his family at council events. Encourage him to involve his family in council-sponsored activities.

Always make it a point to contact the new member before each council meeting and bring him to the meeting if necessary. If the new member becomes inactivate for some reason, try to find out why. Call and ask to visit with him. Explain your concern about his absence and offer support or assistance.

If the Knight becomes inactive, his proposer should work with the retention committee to find out the reasons for his lapsed interest and to try to converse his membership.

With a little personal effort you can help guarantee that your recruit becomes an active member of the Knights of Columbus.

## Shining Armor Award

As a recognition program, the Shining Armor Award program is for all new Knights. To qualify for this award, newly recruited Knights during their first year of membership must:

- ❖ **Attend at least three business meetings**
- ❖ **Actively participate in three service activities**
- ❖ **Meet with council's insurance representative**
- ❖ **Recruit at least one new member**
- ❖ **Receive their Second and Third degrees**



Councils can order Shining Armor Certificates of Recognition (#4293) for presentation to those new Knights which are available for \$.25 each.

Your council can also order Shining Armor Lapel Pins (#1700) to present to those members that qualify. Lapel pins are available for \$3.00 each from the Supreme Council Supply Department.

## RECRUITMENT Q & A

**Q:** Our council has a hard time recruiting new members during the months of July - September. Is there a way to get our council recruiting during the slower summer months?

**A:** A lack of recruitment activity does tend to occur during the summer months. One way to combat this is to refer to the Order's Suggested Recruitment Action Plan. During July, it is suggested that council officers lead by example and become members of the VIP Club, by recruiting 2 new members. This action plan item can be modified by councils to have the officers do some recruiting during the slow recruiting time between July and September.

If you have a recruitment question that you think the answer to would benefit others send them to:

**Membership  
Newsletter  
Attn: 12th Floor**  
1 Columbus Plaza  
New Haven, CT  
06510

# PROMOTING THE ORDER'S INSURANCE PROGRAM

The Knights of Columbus insurance program operates solely for members and their families. It relies on council-agent teamwork for its success and provides the financial backbone for all of the Order's good works. Supreme Knight Carl Anderson has stated several times that our agents are continuing the vision of Father McGivney by protecting Catholic men and their families, and that there is not one Catholic man and his family who would not benefit from having our insurance protection.

Make sure your council is working with your insurance agent as closely as possible throughout the entire fraternal year. Appoint an insurance promotion chairman, if possible the field agent, to ensure a strong council / agency relationship. New council officers should get to know their field agent as soon as possible.

Call on your agent to be a part of your recruitment team and to train recruiters, after all he is your council's own professional salesmen and he is on staff to assist you in being successful.

Work with your agent to schedule several Fraternal Benefits Nights during the year that highlight the many benefits of our insurance program, such as Long Term Care, annuities and our low cost life insurance. Fraternal Benefit Nights are excellent opportunities for our agents to describe how the Order's products can help families plan for and secure their future.



***Here are some ways your council can successfully promote the insurance program throughout the fraternal year:***

- ❖ Introduce your agent at all meetings he attends.
- ❖ Refer all members' questions about insurance to your agent, he's the expert.
- ❖ Make sure your agent has a column in your council bulletin that includes his name, address, e-mail address and telephone number.
- ❖ Forward a copy of every Membership Document (#100) to the general agent immediately after each First Degree.
- ❖ Encourage a good working relationship between the financial secretary and field agent, their teamwork is critical to your council's success.
- ❖ Include the field agent in all council mailings.
- ❖ Include the field agent in program planning so the insurance program can be represented whenever appropriate.
- ❖ Allow the insurance agent to introduce the Shining Armor retention program after each First Degree in the council. This will let the agent meet each new member in a non-sales related environment.

## NEW RECRUITMENT MULTIMEDIA PIECE FEATURED ON OUR ORDER'S WEBSITE

In an effort to utilize the Order's website to its full potential as a recruitment tool, the Supreme Council has designed a new multimedia recruitment piece that is featured on [www.kofc.org](http://www.kofc.org). The piece tells prospective members about the Order and what we can offer to both their families and themselves.

The multimedia tool is comprised of a series of short video clips that describe the Order's mission and what we do for service to Church, community and how we strive to strengthen family life. All of this is accomplished

through first hand testimonials from actual members.

Be sure to visit our Order's website, [WWW.KOFC.ORG](http://WWW.KOFC.ORG), and refer prospective members to the website as yet another recruitment tool.



## RECRUITMENT INCENTIVES

To reward our Order's recruiters and leaders for their hard work, the Supreme Council is offering a whole range of incentives as part of the July - December, 2004 phase of the "Experience of a Lifetime" membership campaign. Promote these campaign incentives in your council's newsletter and at every meeting.

### **Recruiters**

Recruiters will receive 500 points per each new or readmitted member recruited between July, 2004 - June 30th, 2005. Keep in mind that section six of the membership document must be completed in order for the recruiter to qualify for incentives.

### **Top Recruiter**

The Order's Top Recruiter from the 2004 - 2005 fraternal year will earn a trip to the Supreme Convention in Chicago, Illinois in 2005. Keep in mind that section six of the membership document must be completed in order for the

recruiter to qualify.  
**Grand Knights**

Grand Knights who have qualified for Star Council for the 2004 - 2005 fraternal year will be entered into a drawing for one of four trips: 3 "Trips to New Haven" in October of 2005, and 1 Grand Knight will win a trip to the Supreme Convention in Chicago, Illinois as the representative of all Star Councils.

### **District Deputies**

District Deputies who have qualify for Star District for the 2004 - 2005 year will be entered into a drawing for one of four trips: 3 "Fall Trips to New Haven", and 1 District Deputy will win a trip to the Supreme Convention in Chicago, Illinois to represent all Star Districts.

By attaining Star District, each District Deputies will earn one entry into the drawing. They will then earn an additional entry for each Star Council that is in his district as of June 30th.

## COUNCIL MEETING TIPS

Here are some quick and easy ways to boost attendance at your meetings:

- Conduct attendance raffles at each council meeting where the winner must be present at the meeting to win.

- Keep meetings as interesting and to the point as possible.

- Introduce new members before the meeting, and allow them the chance to speak if a topic of interest to them should arise.

- Poll the membership to see what time, dates and locations would be best for them to raise attendance.

## HOMEMADE RECRUITING INCENTIVES

Many councils are creative with incentives to recognize recruiters;. Why not try some:

- Gift certificates to area restaurants and stores for the monthly or yearly "Top Recruiter"

- Recruiters of more than '20' new members receives a KofC jacket from the council.

- Top recruiter in a council goes to the State Convention.

Remember that a little recognition goes a long way. No matter what your council does for recruiters, it still shows you appreciate them and their hard work.

# PUTTING YOUR COUNCIL'S MEMBERSHIP PLAN INTO ACTION

Councils are encouraged to utilize the suggested Action Plan found below, however any council is encouraged to make alterations to it as they see fit.

## July- Officer's Challenge

During July, all council officers are being challenged to lead by example and become members of the VIP Club, by recruiting 2 new members. If you are already in the VIP Club, show your fellow council members what it means to be a 'VIP' by recruiting two more members into the council and set the example.

## August- Focus on the Family

During the summer months, you will find an increase in individuals moving to new places that they will soon call 'home'. This is a perfect opportunity for your council to roll out the "Welcome Wagon" and invite new prospective members to celebrate Knights of Columbus Family Week.

By inviting them to a family picnic, an open house activity, or simply lending a helping hand on moving day, your council will get a chance to not only introduce yourselves to your new neighbors, but in the process, it will give you an excellent opportunity to recruit new members.

Be sure to ask your district deputy for your council's listing of Out Of State Members, which includes current members that

have moved into your area. When you welcome these individuals into your community and show fraternal support to a fellow Knight and his family, they will be much more likely to be interested in transferring over into your council.

## September- The Blitz is coming!

The October Blitz is far more than a weekend of recruiting. In fact, it takes a little time and planning for your Blitz to be successful. A good idea is to use the month of September to plan, order materials, get your council's name out into the public arena, and get prospects excited and knowlegable about the upcoming October Blitz.

As you prepare for the Blitz, it is easy to realize that you need the help of your council members for your Blitz be successful. Therefore, an Orderwide First Degree has been called for the month of September to increase your membership and give your council more helping hands.

Keep in mind that former and inactive insurance members once thought enough of the Order to join. Since they already have some knowledge of the Knights of Columbus, they are ideal recruitment prospects. Turn to them in the month of September as possible candidates for reactivation into your council and you will find that many of them are excited to get back into the Order.